Facts FOR Life

A Communication Challenge

The health of children in the developing world could be dramatically improved if all families were empowered with today's essential child health information. That information has now been brought together in FACTS FOR LIFE, published by UNICEF, WHO, and UNESCO in partnership with many of the world's leading medical and children's organizations.

FACTS FOR LIFE is a challenge to *communicators* of all kinds — politicians, educators, religious leaders, health professionals, business leaders, trade unions, voluntary organizations, and the mass media. It is for all those who can help to make its contents part of every family's basic stock of child-care knowledge.

4 million copies

138 language versions

97 countries

147 international partners

A progress report

Facts FOR Life

a progress report

Facts for Life is a simple idea which has met with a world-wide response.

The *Facts for Life* booklet presents today's *essential child health knowledge* as a series of over fifty basic messages. And it appeals to communicators, of all kinds, to put this knowledge at the disposal of all families in the developing world.

Published jointly by UNICEF, the World Health Organization, and UNESCO, in partnership with over 140 of the world's best-known voluntary organizations, *Facts for Life* is the most authoritative expression, in plain language, of today's scientific consensus on practical, low-cost, family-based ways of protecting the lives and the normal growth of millions of the world's children. It includes chapters on: safe motherhood, birth-spacing, breastfeeding, child growth, oral rehydration, immunization, respiratory infections, malaria, home hygiene, and AIDS.

Two years after publication, 4 million copies of *Facts for Life* in 138 languages are being used in 97 countries by teachers and health workers, writers and broadcasters, political and religious leaders, governments and NGOs, employers and trades unions, community organizations and women's movements. In almost 100 countries, UNICEF offices have collaborated with governments and national organizations to produce adaptations of *Facts for Life* tailored to national or local needs.

This leaflet can give no more than a glimpse of the response to *Facts for Life* in so many countries. It is intended as a brief report on, and tribute to, the thousands of people who have helped with this initiative. New examples of *Facts for Life* in action are being received almost daily, and apologies are due to all those whose efforts are not included in this progress report. Amends will be made in future editions.

For those who would like to know more, or to participate in *Facts for Life*, details can be found on the back page of this progress report.

READEX
FICHE

THE key actors in *Facts for Life* are the communicators of all kinds who are reaching out to families in homes and communities, in schools and clinics, in places of work and worship – putting today's essential scientific knowledge at the disposal of all. Some of the main examples:

Educators

Today's basic child health knowledge should be part of the education of the hundreds of millions of children who are now growing up in the developing world. One of the most important purposes of *Facts for Life* is to help in that process. In the last two years a start has been made: *Facts for Life* has been incorporated into the national educational curriculum and/or national literacy programmes in Algeria, Bangladesh, Bhutan, Burundi, Cape Verde, Djibouti, Ecuador, Egypt, Ethiopia, Iran, Jamaica, Kenya, Madagascar, Mali, Mauritius, Mexico, Nepal, Nicaragua, Pakistan, Philippines, Rwanda, Sierra Leone, Sudan, Swaziland, Tanzania, Thailand, Turkey, Viet Nam and Yemen.

China

- Half a million copies published in Chinese by the People's Medical Publishing House
- Another half million copies published in eleven minority languages by the Child Development Centre of China
- Distribution nation-wide through the Ministry of Health, the All China Women's Federation, and the Child Development Centre of China
- *Facts for Life* messages printed on posters, plastic bags, T-shirts
- Field workers trained in *Facts for Life*

Egypt

- Local health workers and communications experts help to develop Egyptian *Facts for Life*. 40 national organizations co-publish
- Egyptian version launched by Ministers of Health and Education, Governor of Cairo, and Egyptian Pediatric Association
- New literacy curriculum uses *Facts for Life*
- 30 ten-minute programmes on *Facts for Life* broadcast on national TV during Ramadan 1991
- 14 Egyptian NGOs pooling resources to adapt *Facts for Life*
- National Center for Children's Culture training 25 writers on *Facts for Life* topics

Ethiopia

- 40,000 copies produced in Amharic (10,000 of them for literacy centres)
- Radio Ethiopia broadcasting regular *Facts for Life* messages
- TV broadcasts documentary on 'Top Ten' messages plus weekly health programme

Health services

Most health workers know that enabling people to protect their own health is as important as treating the sick. Yet communicating health information remains a major problem. *Facts for Life* is designed to help – and is now being used by the health services in most developing countries. Examples:

In Turkey, one million leaflets and tens of thousands of posters based on *Facts for Life* are helping midwives, nurses and doctors to educate families in clinics and home visits. In Jamaica, *Facts for Life* has been adapted for all health centres on the island. In Ecuador, nurses and medical students use *Facts for Life* for their community service. In five Gulf Arab states, *Facts for Life* colouring books are provided for children waiting in health centres. In Sierra Leone, the health service plans to train, every year, 1,400 teachers, health workers, agricultural extension workers, and social workers to use *Facts for Life*. In Sri Lanka, the nationally adapted version of *Facts for Life* has been supplied to every field health worker. In Viet Nam, each of the 25,000 health communicators being trained by the Ministry of Health and the Women's Union is being given *Facts for Life* plus supplies of flyers and posters based on the prime messages.

Indonesia

- Indonesian version, "Pedoman Hidup Sehat" produced by coalition of medical experts and community groups. Used by nation-wide Family Welfare Movement (PKK)
- Series of *Facts for Life* programmes on radio and TV
- *Facts for Life* serialized in medical journal and *Posyandu* weekly

Iran

- Farsi translation
- Ministry of Health and Medical Education takes on *Facts for Life* as major national health education programme
- National launch of *Facts for Life* – copies to teachers and religious leaders, radio and TV spots, plays and interviews, national *Facts for Life* workshop for health educators
- *Facts for Life* in new school health curriculum
- Messages adapted into 7 booklets for National Literacy Campaign reaching 2 million people – mainly women and girls
- TV and radio broadcast daily lessons

Mali

- *Facts for Life* used to train teachers of 30,000 pupils in Sahel
- Rural Community Radio has devoted an average of 45 minutes a week to *Facts for Life* messages over the last two years
- Council of Ministers has distributed *Facts for Life* to all governors, prefects, teachers and religious leaders asking for its diffusion throughout the country
- Popular theatre group "Koteba" uses *Facts for Life* in sketches for national television
- *Bahai* (religious leaders) present *Facts for Life* messages in Bambara, the national language

- *"Facts for Life* messages are quickly becoming the standard reference material for health educators" – UNICEF Bangladesh.
- "Facts for Life has become an accepted reference for officials, professionals, health practitioners and communicators throughout the country" – UNICEF Yemen.

The Media

In most countries, the mass media have responded to the challenge with TV and radio 'spots', regular articles, quizzes and competitions, documentaries and interviews.

Examples: In Afghanistan, a 26-part TV serial is based on *Facts for Life*. In Belize, *Facts for Life* messages broadcast on government radio and on weekly cultural programmes reach people in five languages. In Chad and Senegal, regular programmes are based on *Facts for Life*. In several Gulf states, *Facts for Life* messages are broadcast daily on TV. In Ecuador, private businesses have bought advertising space in the media for *Facts for Life* messages. In Guinea, school radio programmes regularly incorporate *Facts for Life* messages. In Indonesia, 56,000 'listener groups' in rural areas follow weekly shows featuring *Facts for Life* messages and 92 private radio stations have broadcast *Facts for Life* programmes during the last year. In Iran, TV and radio have broadcast

Mexico

- National version produced with additional chapters on accidents and adult health and an introduction by the Minister of Health. 380,000 copies published to date – one million by end of 1994
- Ministry of Education planning to print *Facts for Life* messages in millions of school text books
- National version includes '12 steps in communication' and new section on 'the working woman'
- Set of 25 'musicalized' *Facts for Life* messages produced and distributed to radio stations
- *Facts for Life* messages being incorporated into radio serial and television programmes

Myanmar (Burma)

- 200,000 copies printed out of planned 400,000 – for schools, health centres, water and sanitation workers, consumer co-operatives, legal offices, religious organizations. 80% of this audience to have seen or heard *Facts for Life* messages by end of 1991
- 'Top Ten' messages distributed to Cabinet members
- 30 artists volunteer to illustrate key messages

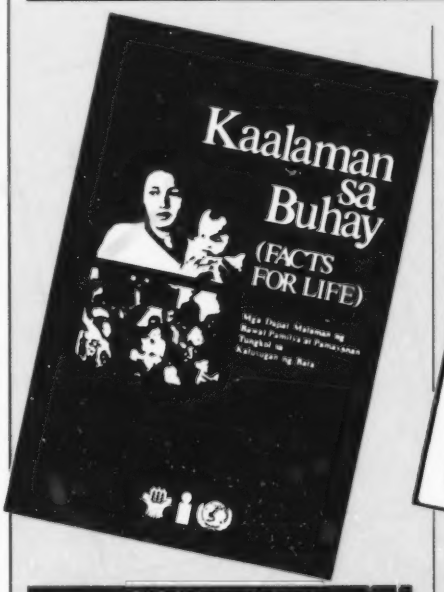
Nigeria

- Hausa, Yoruba, Igbo and Pidgin English versions of *Facts for Life* produced after two-week workshop of medical experts, educators, journalists, sociologists
- Universities in each major language region involved in testing and reviewing translations
- 200,000 copies of national versions being produced, to be disseminated through mass media, schools, nursing colleges, religious leaders, and traditional communications channels

daily lessons on *Facts for Life*. In the Maldives, printed translations and ten-minute films about six of the *Facts for Life* topics are being distributed to all 200 inhabited islands. In Myanmar (Burma), seven chapters of *Facts for Life* have been published in a monthly cartoon publication with 750,000 readers. In Sri Lanka, the Sri Lankan Broadcasting Corporation is about to broadcast a national *Facts for Life* quiz for 10,000 schools. In Tanzania, the entire *Facts for Life* booklet is being serialized by the "Sunday News". In Thailand, "Student Weekly" serialized the messages and followed up with a competition with a cash prize to test *Facts for Life* knowledge. In Tunisia 10 TV spots and 10 radio spots are being produced by the country's health education specialists. In Sudan, *Facts for Life* messages have been broadcast daily and the Academy of Mass Communication Training has made an agreement with UNICEF to train 130 TV and radio professionals to incorporate *Facts for Life* messages in their work. In the Yemen, *Facts for Life* messages have been used in TV spots and over 100 episodes of popular radio drama and music shows.

In addition to TV and radio, newspapers and magazines, the *Facts for Life* messages are also reaching large audiences via less conventional media:

- In Kenya, ten million matchboxes carry *Facts for Life* messages.

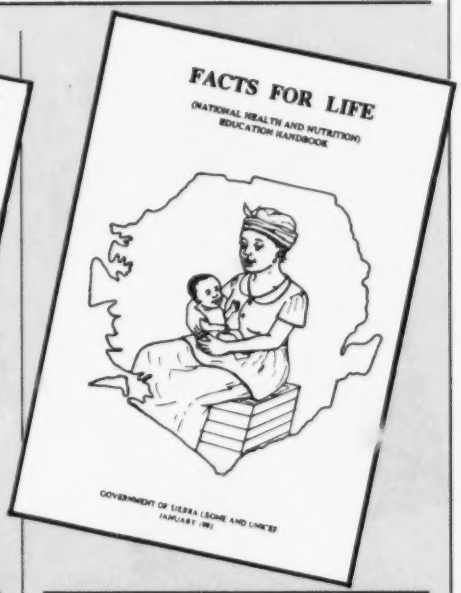


Philippines

- Philippines Information Agency supervised adaptation to national needs – 130,000 copies
- Ready-to-play cassette tapes on *Facts for Life* messages distributed by Broadcaster's Federation to hundreds of radio stations – plus ten minute drama episodes incorporating messages
- Department of Agriculture broadcasts *Facts for Life* on its School-on-the-Air for farmers and translates *Facts for Life* into 5 major languages – 170,000 copies
- *Facts for Life* used for women's literacy classes
- Puppet and drama shows carry *Facts for Life* messages to big city neighbourhoods and barangays

Rwanda

- *Facts for Life* so far launched in 7 of the 10 administrative regions of Rwanda, chaired by Prefect. Launches planned in all 143 Communes
- 40,000 copies published in Kinyarwanda by Ministry of Health distributed through schools, health services, religious leaders, journalists, literacy centres, women's groups, community centres
- Messages adapted for radio spots and literacy classes. Kinyarwanda version now in every school



Sierra Leone

- National version produced jointly by Ministries of Health, Education, Cultural Affairs and Sports, and Social Services
- Nation-wide Know Your *Facts for Life* competition – 12,000 children entered

- Helped by Walt Disney Studios, the University of the West Indies is training artists to animate *Facts for Life* in film, starting with chapter one on 'safe motherhood'.
- In Ecuador, artists, singers, clowns, mimes, sculptors, puppeteers, magicians, jugglers have formed a group called 'Artists for Life' which promotes *Facts for Life* messages via an open air circus. Called the *'Caravan for Life'*, the travelling show has been performed 80 times to audiences of 500 or more children and their families in the barrios of Quito. A poster carrying the main *Facts for Life* messages is given to the audience after the show (fifty thousand posters in all). The group has carefully adapted the basic health messages into the local culture and language.
- Calendars based on *Facts for Life* have been produced in many countries including Belize, Burundi, Egypt, Iran, Madagascar, Mozambique, Oman, Pakistan, Saudi Arabia, Swaziland and Sierra Leone and distributed through schools, literacy classes, health centres, agricultural officers, women's organizations, and churches.
- Well-known artists and photographers have helped to illustrate national versions of *Facts for Life* in China, Burkina Faso, Indonesia, Iran, Kenya, Mali, Mozambique, Nepal, Philippines, Sudan and Togo.

Sri Lanka

400 teachers trained to use *Facts for Life*
Every field health worker supplied with national version of *Facts for Life* by Ministry of Health
TV dramas incorporating *Facts for Life* messages
Newspapers and magazines serialise *Facts for Life*
Sri Lanka's First Lady sends 7,000 copies of *Facts for Life* to all members of 'Seva Vanitha Movement'
Nation-wide, three year *Facts for Life* quiz involving 10,000 schools, factories and shops organized by Sri Lankan Broadcasting Corporation and the Health Education Bureau

Turkey

Turkish translation
Tens of thousands of posters and one million leaflets on *Facts for Life* used by midwives, doctors, nurses to educate families at clinics and home visits
Partnership between Ministries of Health and Education to educate all school children in *Facts for Life* messages via 250,000 primary school teachers. 1,500 school inspectors trained in *Facts for Life*
Directorate of Religious Affairs uses 1.2 million copies for 65,000 Imams to use in Friday sermons
Radio and TV produce documentaries on *Facts for Life* and air regular spots
Messages on 2 million milk cartons

Viet Nam

25,000 *Facts for Life* communicators being trained and equipped with the flip-charts, flyers, posters
Facts for Life made an official part of Local Development plans
23 *Facts for Life* workshops held to familiarize officials, teachers, health workers, religious leaders, farmers' union officials
12 one-minute TV and radio spots being developed for twice-weekly national broadcasting
Facts for Life part of compulsory health education for schools – plus family planning and literacy classes
Committee of Vietnamese doctors and communicators produce national version of *Facts for Life*

Religious leaders

In many countries, religious and spiritual leaders are among the most influential communicators of *Facts for Life*. Examples:

In Bangladesh, *Facts for Life* is part of an 'Imam Communications package'. In Bhutan, Buddhist monks have been trained to use *Facts for Life*. In Myanmar (Burma), the Young Men's Buddhist Association includes *Facts for Life* in its annual training programme for 50,000 students and Christian, Hindu, and Moslem minorities also use the publication. In Haiti, the Episcopal Church makes *Facts for Life* cards available to all 5th and 6th graders in its schools. In Mozambique, the Christian Council produces an annual calendar based on *Facts for Life*'s 'Top Ten' messages. In Sierra Leone, the Islamic Action Group takes *Facts for Life* messages to the villages. In Turkey, over a million *Facts for Life* leaflets have been used by 65,000 Turkish imams in their Friday sermons.

Political leaders

Heads of state and government ministers have been personally involved in promoting the *Facts for Life* messages in many countries including Burundi, China, Egypt, Guinea, Indonesia, Iran, Madagascar, Mali, Mexico, Morocco, Mozambique, Myanmar, Nepal, Philippines, Rwanda, Sudan, Swaziland, Thailand, Togo, Turkey, Vietnam and Zambia.

Examples: President Corazon Aquino of the Philippines asked that *Facts for Life* be translated into all ten major dialects used in the country – five have been completed so far.

Former President Kaunda of Zambia closed his televised 'Women's Week' speech with the prime messages from *Facts for Life*.

President Chissano of Mozambique launched the national version of *Facts for Life*, stressing the 'Top Ten' messages and calling on all nation's communicators to help get them across.

In Thailand, the Thai version of *Facts for Life* was launched by the Deputy Prime Minister, saying "*Facts for Life* is a practical gift of lasting wisdom to all parents" – 60,000 copies distributed to schools and village heads.

In Viet Nam, the Vice-President of the Council of Ministers announced that "The Government of Viet Nam, the people of Viet Nam, undertake the challenge of communicating *Facts for Life* for the happiness of all mothers and children."

The business community

Many commercial companies are using their enormous public outreach capacity to promote *Facts for Life* messages. These examples are all from Brazil:

The *Pau de Acucar* supermarket chain has distributed 200 million plastic shopping bags printed with *Facts for Life* messages on hygiene and immunization; the next topic will be safe motherhood.

The *Casas Sendes* supermarket chain has begun distributing shopping bags printed with messages on immunization and ORT.

Ciba Geigy Laboratories have printed posters carrying the 'Top Ten' messages from *Facts for Life* and the prime messages of the immunization chapter. The next posters will be on breastfeeding and safe motherhood.

Ceras Johnson Chemicals have printed *Facts for Life* immunization messages on their household cleaning products.

Tilibra Printers have used *Facts for Life*'s immunization messages on the back cover of all notebooks.

Metal Leve foundry is printing 8,000 *Facts for Life* booklets for distribution among its employees.

Translations and Adaptations

Many countries have adapted *Facts for Life* to their own heath needs:

Afghanistan
Dari and *Pashto* adaptations produced jointly by UNICEF/UNESCO

Bangladesh
Bangla adaptation; chapter added on iodine deficiency disorders

Belize
Facts for Life messages broadcast in *Maya, Garifuna, Creole, Ketchi* and *Spanish*

Bhutan
Dzonghka translation

Bolivia
Bolivian Spanish adaptation; *Quechua* adaptation planned; *Aymara* adaptation planned; chapters added on goitre, maternal health, chaigas control, malaria, iodine deficiency disorders and TB

Burundi
Kirundi adaptation *Tegera Urokore Ubuzima*

Burkina Faso
Four local language versions: *Morre, Jula, Fulfulde* and *Gulmacema*

Chad
Chadian Arabic version

Chile
National adaptation

China
Chinese adaptation *Sheng Ming Zhe She* or *Knowledge of Life*; adaptations produced in *Uigur, Kazak, Mongolian, Korean, Tibetan, Bai, Lisu, Nasi, Dai, Jingpo* and *Wa*; chapters added on the prevention of childhood disability and dental hygiene
STOP PRESS: Also produced in five additional languages for ethnic minorities – *De Dai, Yi, Bai, Miao* and *Nawu*

Costa Rica
Adapted the *Facts for Life* messages for incorporation into a *Popular Encyclopedia of Health*.

Djibouti
National adaptation

Ecuador
adaptation in *Quichua* with additional chapter on cholera

Egypt
Egyptian national adaptation printed in Arabic and English; chapters added on early childhood development, the girl child, schistosomiasis, and accidents – hygiene chapter revised to emphasise eye disease

Ethiopia
Amharic adaptation

Fiji
Fijiian adaptation; *Fiji-Hindi* adaptation

Ghana
Ghanaian adaptation; six indigenous language adaptations planned

Guinea
Translated into *Susu, Pular* and *Manika*

Guinea Bissau
Creolo adaptation

Guyana
National adaptation; chapters added on drug education and socially transmitted diseases

Haiti
Creole translation

India
English adaptation; chapters added on TB and leprosy. Language versions: Hindi, Bengali, Kannada, Malayalam, Oriya, Tamil and Telegu

Indonesia
Indonesia adaptation *Pedoman Hidup Sehat*

Iran
Farsi translation

Iraq
Kurdish version in progress

Kenya
Comic book version *Facts for Life*

Kampuchea
Khmer translation\adaptation

Korea, Republic of
Korean edition in progress

Lao PDR
Lao translation

Lesotho
National translation

Madagascar
Malagasy adaptation *Ny fanabeazana no antoky ny fahasalamana*

Malawi
Chichewa adaptation

Maldives
Dhivehi adaptation; *Thana* adaptations

Mali
Sonrai, Tamacheq and *Bambara* translations

Malaya
Malay translation

Mexico
Mexican adaptation; chapters added on accidents, adult health, working women and '12 steps in communication'

Morocco
Moroccan national adaptation; additional chapters on tuberculosis, sexually transmitted diseases, nicotine addiction, oral hygiene

Mozambique
Mozambican Portuguese adaptation; illustrated poster of the Top Ten Messages; *Xitswa, Xitsonga, Emakhuwa* and *Shimakonde* adaptations of poster to be available soon

Myanmar
Myanmar adaptation

Namibia
10 pamphlets based on *Facts for Life* in four languages, *Kwanyama (Ovambo), Oshiherero, Nama-Damara, Afrikaans*

Nepal
Nepali, Maitheli, Bhojpuri and *Newari* language versions adaptations; chapter added on the environment

Nigeria
Hausa, Yoruba, Igbo and *Pidgin English* adaptations; chapter added on guinea worm

Oman
Separate booklets planned on all ten *Facts for Life* topics, four produced so far

Pakistan
Full text *Urdu* version; locally abridged Urdu adaptation; Urdu adaptation for children underway; *Sindhi* edition (adaptation) under production; *Dari* translation by UNESCO Islamabad

Papua New Guinea
National translation in *Pidgin English*

Philippines
national English adaptation; adaptations in *Pilipino, Cebuano, Hiligaynon, Maranao, Ilocano*; adaptations into remaining six major dialects to follow; chapters added on TB and iodine deficiency disorders

Rwanda
National *Kinyarwanda* translation - *Turwane ku Buzima*

Samoa
Adapted edition in *Samoan*

Senegal
Plans to produce *French Senegalese* adaptation; three national language versions to follow *Ouolof, Pulaar* and *Mandinka*

Sierra Leone
National adaptation *Health and Nutrition Education Handbook*

Sri Lanka
Sinhala Divi Surakina Denuma and Tamil national adaptations

Sudan
Sudanese adaptation

Swaziland
National *Siswati* adaptation; chapters added on bilharzia, mental disability, oral hygiene and TB

Syria
Adapting *Arabic Facts for Life* to the Syrian situation; chapter added on *the girl child*

Tanzania
Swahili translation

Thailand
Thai adaptations of both *Facts for Life* and *All for Health*; *Yawi* (Thai southern dialect) being developed by Thai Education Ministry; chapters added on mosquito-borne diseases, child mental health and early childhood development

Togo
National *Togolese* adaptation; translated into *French, Kabye, Ewe, Tem* and *Moba*, chapters added on guinea worm, hand-pump maintenance and water and sanitation

Tunisia
National adaptation

Turkey
Turkish adaptation *Sagliga ulastiran gercekler*; chapter added on accidents

Vanuatu
Vanuatuan adaptation

Viet Nam
Vietnamese translation

Yemen Republic
Five post-literacy readers on various *Facts for Life* topics

Zaire
Versions produced inn *Lingla, Swahili, Tehiluba* and *Kikongo*.

Zambia
National English adaptation produced; after field-testing and adjusting the version, *seven major* Zambian language versions to be produced – *Njaja, Bembi, Tonga, Lozi, Kaonde, Luvale*, and *Lunda*; chapter added on cholera

Zimbabwe
Shona and *Ndebele* adaptations

Partners

The following international organizations are partners in the *Facts for Life* initiative:

ActionAid
Action on Disability and Development
African Medical and Research Foundation
Aga Khan Foundation
Appropriate Health Resources and Technologies Action Group
Arab Council for Childhood and Development
Asian Health Institute
Associated Country Women of the World
Association for the Advancement of Policy Research and Development in the Third World
Association of Paediatric Societies of the Southeast Asian Region
Baha'i International Community
Baptist World Alliance
Canadian Centre for International Studies and Cooperation
CARE
Caribbean Family Planning Affiliation
Catholic Institute for International Relations
Center for Population Options
Centro de Informacion y Documentacion en Barcelona
Centre for Development and Population Activities
Christoffel-Blindenmission
Christian Blind Mission International
Christian Outreach
Commonwealth Nurses Federation
Compassion Canada
Conference of European Churches
European Healthcare Management Association
Family Health International
Foster Parents Plan International
Freedom from Hunger
Health for All Resource Service
Helen Keller International
Institute of Cultural Affairs International
Institute for Resource Development / Macro International
Institute for Health Care in the Developing World
Intergovernmental Committee for Migration
International Abolitionist Federation
International Alliance of Women
International Association for Community Development
International Association for Maternal and Neonatal Health
International Association for Religious Freedom
International Association of Democratic Lawyers
International Association of Schools of Social Work
International Baby Food Action Network
International Centre for Diarrhoeal Disease Research, Bangladesh
International Child Care
International Child Health Foundation
International Children's Centre, Paris
International Commission on Human Development with Special Reference to Mother and Child (Institute of Nutrition)
International Community for the Relief of Starvation and Suffering
International Confederation of Free Trade Unions
International Confederation of Midwives
International Council for Education of the Visually Handicapped
International Council of Nurses
International Council of Women
International Council on Management of Population Programmes
International Council on Social Welfare
International Development Foundation
International Eye Foundation
International Federation for Family Health
International Federation for Home Economics
International Federation for Parent Education
International Federation of Business and Professional Women
International Federation of Educative Communities
International Federation of Settlements and Neighbourhood Centres
International Federation Plantation, Agricultural and Allied Workers
International Health Programs
International Hospital Federation
International Lactation Consultant Association
International Management Systems
International Medical Services for Health
International Olympic Committee
International Organization of Consumers Unions
International Organization of Journalists
Inter-Parliamentary Union
International Paediatric Association
International Physicians for the Prevention of Nuclear War
International Planned Parenthood Federation
International Rescue Committee
International Save the Children Alliance
International Schools Association
International Social Service
International Society of Tropical Paediatrics
International Terre des Hommes Federation
International Union for Health Education
International Union of Family Organizations
International Union of Food and Allied Workers Association
International Vitamin A Consultative Group
International Women's Networking Business Conference
Jaycees International, Inc.
Latin American Paediatric Association
La Leche League International
Last Hope International
League of Red Cross and Red Crescent Societies
Link – Global Book Aid
Marie Stopes International
Medical Mission Sisters
Medical Women's International Association
Medicus Mundi International
Muslim World League
Pan African Committee for United Nations
Pan African Institute for Development
Pan American Federation of Associations of medical schools
Pan American Health and Education Foundation
Pax Christi International
Population Communication
Population Council
Programme for Appropriate Technology in Health
Rehabilitation International
Rissho Kosei-Kai
Rockefeller Foundation
Salvation Army
Save the Children
Soroptimist International
South Pacific Commission
Susila Dharma International Association
Task Force Sight and Life
Teaching Aids at Low Cost
Tropical Child Health Unit, Institute of Child Health, University of London
Union of National Radio and Television Organizations of Africa
United Towns Organization
Water and Sanitation for Health Project
Wellstart – The San Diego Lactation Program
Women's Christian Temperance Union
Women's International Democratic Federation
World Alliance of Young Men's Christian Associations
World Assembly of Youth
World Association for Christian Communication
World Association of Girl Guides and Girl Scouts
World Confederation of Organizations of the Teaching Profession
World Confederation of Labour
World Council of Churches (Christian Medical Commission)
World Education
World Federation for Medical Education
World Federation of Trade Unions
World Medical Association
World Ministries Commission, of the Church of the Brethren
World Movement of Mothers
World Muslim Congress
World ORT Union
World Organization for Early Childhood Education
World Organization of National Colleges, Academics and Academic Associations of General Practitioner/Family Physicians
World Organization of the Scout Movement
World Veterans Association
Worldview International Foundation
World Vision International
World Young Women's Christian Association

All for Health

Facts for Life is accompanied by a second booklet, titled *All for Health*, which shows how the promotion of health, and especially child health, is becoming the concern of:

- heads of state and political leaders
- all branches of national and local government
- religious and spiritual leaders
- the teaching profession
- newspapers and magazines, TV and radio
- employers and the business community
- trade union and cooperative leaders
- community workers and midwives
- voluntary agencies
- women's organizations
- youth movements
- community organizations
- artists and entertainers

All for Health also distils what has been learnt about the methods and pitfalls of health education in recent years and summarises the essential Twelve steps in health communication.

Will you help to promote *Facts for Life*?

- All individuals and national organizations (see list above) who can help *Facts for Life* messages to reach a wider audience are invited to participate.
- All concerned international organizations are invited to become partners in *Facts for Life*

For details, and a copy of the *Facts for Life* booklet, please contact your nearest UNICEF office or write to Jackie Tierney, *Facts for Life* Unit, H11F, UNICEF House, 3 UN Plaza, New York NY 10017, USA.